

# Larisa Jitaru

## Communication & PR Manager

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### Work Experience(s)



#### **Creative Director**

Digitales - a young digital PR agency with a strong focus on the tech industry  
May 2022 - Mar 2023 (10 months)

- conceiving and implementing concepts, guidelines and strategies in various creative projects and overseeing them to completion;
- directing and motivating team of copywriter, graphic designer;
- roadmap review, brand analysis, communication plan, social media strategy, blog strategy, newsletter strategy, communication campaigns, one-pager, one-liner, pitch deck, graphic design briefs, copywriting, content writing.



#### **Communications & P.R. Consultant**

Digitales  
Apr 2020 - Apr 2022 (1 year)

- branding, rebranding, communication plan, social media strategy, blog strategy, newsletter strategy, communication campaigns, graphic design briefs, copywriting, content writing.



#### **P.R. & Communications Manager**

Nod Verde - food hub, online farmers' market  
Nov 2021 - currently

- communication plan, social media strategy, blog strategy, newsletter strategy.



#### **P.R. & Communications Director**

Smida Jazz Festival - music festival exploring contemporary jazz sounds & Apuseni Nature Park's raw beauty  
Jun 2016-Dec 2021 (5 years and 6 months)

## Work Experience(s)

- in charge of overseeing all internal and external communications;
- brand development;
- directing and motivating team of communication specialist, ads specialist, graphic designers, website developers;
- sponsors' relationships and brainstorming for brand activations;
- planning and managing the content, design and production of all marketing materials;
- working with different departments (of day activities, architecture, artists, sponsorships);
- communication strategy and plan, PR strategy and plan, media relations, social media strategy, blog strategy, newsletter strategy, communication campaigns, graphic design briefs, copywriting, content writing, offline campaigns/activations;
- preparing detailed media activity reports.



### **P.R. & Communications Manager**

Lights On Romania - light-art festival

2018-2021 (3 years)

- team coordinating, photo & video briefs, sponsors' pitch, website copywriting, social media plan & implementation, PR campaigns, media relations, marketing materials.



### **P.R. & Communications Specialist**

Strada Potaissa - the different flower market & Centrul Verde - an initiative to transform places near us into something more.

2020

- social media plan & implementation, press releases.



### **P.R. & Communications Specialist**

/FORM SPACE (gigs venue), /FORM Cafe, Stories by /FORM (restaurant), Midi (the only Romanian club listed in „Top 100 Clubs in the World” by Dj Mag and Resident Advisor), /FORM Days - Music & Arts Festival

May 2019 - Feb 2020 (9 months)

- planning, implementing and monitoring the social media strategy, events' creation & description, communication campaigns.

## Work Experience(s)



### **P.R. & Communications Specialist**

Smida Park - mountain resort

2016-2018

- planning, implementing and monitoring the social media strategy, marketing campaigns.



### **P.R., Communications & Event Manager**

Flying Circus - bar & club

2015-2016

- planning, implementing and monitoring the social media strategy, events' organisation, creation & description.



### **P.R. & Communications Specialist & Manager**

Samsara Foodhouse - the first vegetarian, vegan and raw-vegan restaurant in Cluj-Napoca

2013-2015

- tone of voice, core values;
- planning, implementing and monitoring the communication and pr strategies.



### **Copywriter & Social Media Manager**

Micro Mapper - G.I.S. and maps company

- planning, implementing and monitoring the social media & blog strategy.

## Relevant skills

- leadership & interpersonal skills;
- skills in managing people, projects and resources;
- strong written and verbal communication skills;
- problem-solving skills;
- working with different departments;
- web content writing;
- knowledge and proficiency with communications technologies.

## Education History



### **Master of Public Relations and Advertising**

Institution: Alexandru Ioan Cuza University, Iași

*Year of Graduation: 2012*



### **Bachelor of International Relations and European Studies**

Institution: Alexandru Ioan Cuza University, Iași

*Year of Graduation: 2010*

## Continuous learning

- **Psycho-pedagogical module** - teaching course (Nov 2021-Apr 2022);
- **Writing & storytelling workshop** with Iulian Tănase (2021);
- **Creative writing workshop** with poet Florin Iaru (2021);
- **Writing & storytelling workshop** with journalist Mona Dîrțu (2019);
- Initiation in Photography course, Cultural Association Ciorchin;
- **Online Marketing Academy**, Google AdWords, by Google;
- **Online Marketing**, by Business Cabinet;
- **Adobe Photoshop** course, by Beeds Media;
- Access Consciousness Bars, Bars practitioner degree;
- Children in the situation of scholars abandon risk work, Bethany – Social Services Foundation.

## Other interests

- Photography;
- Hiking;
- Foraging;
- Reading;
- Writing.

## Language Skills

**English:** C - Advanced  
*speaking, reading, writing*

**French:** B - Intermediate  
*speaking, reading*